R.J.REYNOLDS TOB 12 ID:7324179076 JUN 25'98 14:32

TRANSMIT CONFIRMATION REPORT

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R J Reynolds Tobacco Company

FAX

Date 6/25/98

Number of pages including cover sheet 2

TO: *Phil Baseil*

Quick Chek Food Stores

Phone

Fax Phone *908-534-9216*

CC:

FROM: *G. N. Kuruc, Jr.*

R. J. Reynolds Tobacco Company

400 Raritan Center Parkway

Edison, NJ 08837

Phone *732-225-4774*

Fax Phone *732-417-9076*

REMARKS: ☐ *Urgent* ☒ *For your review* ☐ *Reply ASAP* ☐ *Please Comment*

Phil:

Attached is a preliminary "game plan" for the SALEM Program discussed this morning. Let me know what you think. I'll be back from vacation on Tuesday, July 7.

Nick

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Quick Chek Food Stores
RJR Menthol "Game Plan"
July 1998

Quick Chek Stores Involved In Program

RJR #	Store #	Location
402127	4 ✓	Highland Park
772594	6 ✓	Linden
401101	16 ✓	Union
401119	18 ✓	Maplewood
638583	19 ✓	Rahway
279615	22 ✓	Trenton
274215	26 ✓	Totowa
758621	36 ✓	Lakewood
399733	39 ✓	Passaic
780796	71 ✓	Ewing
780865	74 ✓	Trenton
876707	84 ✓	N. Bergen
509870	111 ✓	B. Bergen
901011	122 ✓	Plainfield

Program

Ongoing "scanner" buy down of all SALEM Brand Styles - $.40/pack and $4/carton
July 4, 1998 through January 1, 1999

Price Communication Signage

Quick Chek to provide "star burst" price communication to all involved stores.
RJR Field sales to change brand communication on indoor "Enhanced Sign" to SALEM

RJR Permanent Display Planogram Change For Program Duration

Side 1 (front)

Winston Box	Winston Box	Winston Light Box	Winston Light Box
Winston Ultra Box	Winston Ultra Box	Winston Ultra Box 100's	Winston Ultra Box 100's

Side 2 (side)

Salem King	Salem King	Salem 100's	Salem 100's
Salem Light King	Salem Light King	Salem Light 100's	Salem Light 100's

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